

Hubungan antara kualitas jasa dan kepuasan pelanggan di restoran Pizza = Relationship between service quality and customer satisfaction in Pizza restaurant / Dasaad

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Abstrak

ABSTRAK

Tesis ini membahas mengenai hubungan antara kualitas jasa dan kepuasan pelanggan dilihat dari sudut pandang pelanggan. Adapun faktor – faktor yang digunakan untuk mengukur hal tersebut ada lima faktor yaitu, core service, human element of service delivery, systematization of service delivery, tangibles of service dan social responsibility. Penelitian ini adalah penelitian kuantitatif dengan desain riset deskriptif. Hasil dari penelitian ini adalah kualitas jasa dan kepuasan pelanggan mempunyai korelasi yang sangat kuat walaupun kedua elemen tersebut merupakan dua hal yang berbeda. Hasil penelitian menyarankan bahwa pihak manajemen restoran sebaiknya selalu menjaga kualitas pelayanan, karena hal ini akan berpengaruh terhadap kepuasan pelanggan.

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ABSTRACT

This research discuss regarding relationship between service quality and customer satisfaction from the customer point of view. The factors that are used to measure these five factors are core service, human element of service delivery, systematization of service delivery, tangibles of service and social responsibility. This research is descriptive quantitative research design. Results of this study is the service quality and customer satisfaction have a very strong correlation although both elements are two different construct. The results suggest that the management of the restaurant should always maintain the quality of service, as this will affect customer satisfaction.